GOVERNMENT OF INDIA
INFORMATION AND BROADCASTING
LOK SABHA

STARRED QUESTION NO:240
ANSWERED ON:16.12.2004
POLICY REGARDING ADVERTISEMENTS BY PSUs
Saroj Shri Tufani

Will the Minister of INFORMATION AND BROADCASTING be pleased to state:

(a) whether the Union Government has formulated any policy in regard to the advertisements given by various public sector undertakings for the newspapers;

(b) if so, the details thereof;

(c) whether public sector undertakings do not give their advertisements in small newspapers and magazines; and

(d) if so, the reasons therefor and the steps proposed to be taken in this regard?

Answer

THE MINISTER OF INFORMATION AND BROADCASTING AND CULTURE (SHRI S. JAIPAL REDDY)

(a) to (d) : A Statement is laid on the Table of the House.

STATEMENT REFERRED TO IN REPLY TO PART (a) TO (d) OF LOK SABHA STARRED QUESTION NO. 240 FOR REPLY ON 16.12.2004.

(a) to (d) : Directorate of Advertising and Visual Publicity (DAVP) is the nodal agency of the Government of India for release of advertisements by various Ministries/Departments/Public Sector Undertakings. Advertisements are released in accordance with the Advertisement Policy of the Government of India and Guidelines for Empanelment of Newspapers with DAVP. These guidelines are available on DAVP`s website www.davp.nic.in. The release of advertisements to newspapers is dependent upon the budget provision, target audience and preference of media list indicated by the clients.